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## LEARNING ACTIVITY - Audience Profile and Purpose Analysis

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## LEARNING ACTIVITY

# Audience Profile and Purpose Analysis

You work for the Macon Water Authority, the water utility company in Macon. The organization is updating website information for customers, and you have been tasked with writing the content for the webpage about how wastewater is treated in the water treatment plant. Working with your small group, use this worksheet to help you identify characteristics of your audience.

## Analyze Your Purpose

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What am I trying to communicate?

What is my goal in sharing this information? What do I want my readers to *do* with this information?

## Analyze Your Audience

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Who am I targeting with this message (primary audience)?

Who else might read it (secondary audience)?

What is my relationship to these audiences? How do I feel about them, and how do they feel about me?

What is my audience's attitude about this topic? How might they react to my message?

What does my audience already know about this topic? What kind of background info or language might they be familiar with?

What kinds of challenges might the audience raise about my message?

What does my audience expect in terms of design (language, length, format, etc.)?